



Monterey County

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Board Report

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Authorize the Chair of the Board of Supervisors to execute and send a letter to the Monterey Bay Community Power (MBCP) Project Team requesting that MBCP conduct a public opinion survey of Monterey County residents regarding the Monterey Bay Community Power proposal.

RECOMMENDATION:

It is recommended that the Board of Supervisors authorize the Chair of the Board of Supervisors to execute and send a letter to the Monterey Bay Community Power (MBCP) Project Team requesting that MBCP conduct a public opinion survey of Monterey County residents regarding the Monterey Bay Community Power proposal.

SUMMARY/DISCUSSION:

The Monterey Bay Community Power (MBCP) project is a Community Choice Energy (CCE) initiative that proposes the formation of a tri-county Joint Powers Authority (JPA) between the 21 jurisdictions within the tri-county Monterey Bay region. This investigation into MBCP has been ongoing since 2013. The aim of the project is to form a JPA to purchase electrical power for distribution in the region.

As part of a grant awarded to the MBCP Project Team, the MBCP Community Outreach Plan was published in April 2016. This plan was developed by Miller Maxfield, Inc., a communications firm. The Community Outreach Plan outlines a detailed strategy to educate local government officials, staff, key community stakeholders, as well as build awareness throughout the communities of Monterey County, Santa Cruz County, and San Benito County. Originally, funding was proposed to be allocated for opinion polling to be deployed throughout the tri-county area. Because of the success and low opt-out rates during the startup phases of other CCEs, such as Sonoma Clean Power, this funding for opinion polling was then dedicated to other community outreach and education activities.

To date, there have been numerous informational community meetings, study sessions, and workshops aimed at local government staff and community stakeholders, where the public was invited to attend. In particular, a "Special Study Session" held at the Monterey County Board of Supervisors Chambers on May 24, 2016 provided an in-depth briefing regarding MBCP's proposed program. Online efforts aimed at spreading awareness include social media campaigning, email newsletters, and an online video. Media coverage and public service announcements have been disseminated through local newspapers and radio stations, and to some degree television stations. Community presentations have been held for various clubs and associations, as well as two tabling events. A stakeholder survey has been administered to approximately three dozen key influencers across the tri-county region to gather information on what these individuals feel is important throughout their community. The results of this

stakeholder process are to be made available by MBCP during the month of September, 2016.

Clearly, much has been done by MBCP to provide information about MBCP. What is not known at this time is general public opinion within Monterey County with regard to the MBCP proposal to form a JPA and enter into long term power purchase agreements. At its August 25, 2016 meeting, the Board's Alternative Energy and Environment Committee (AEE) discussed and recommended that the MBCP be requested to conduct a public opinion survey in Monterey County.

This report seeks the approval and authorization of the Board of Supervisors to have the Chair of the Board of Supervisors send a letter with the County's request related to this matter to the Monterey Bay Community Power Project Team.

OTHER AGENCY INVOLVEMENT

County departments involved in the analysis of the MBCP proposal include CAO-IGLA; CAO Budget and Analysis; Auditor-Controller; and County Counsel. The Alternative Energy & Environment Committee recommended that this action be brought to the Board.

FINANCING

Approval of this recommendation does not have any financial impact to the General Fund

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Approved by: Nicholas E. Chiulos, Assistant County Administrative Officer

Attachments:

- Draft letter from Board of Supervisors to MBCP
- MBCP Outreach Plan (Section V)